

L'ORÉAL

March 18, 2024

Dear Esteemed Beauty Salon Owners,

As CEO of L'Oréal, I am honored to address you today, not merely as a leader in the beauty industry, but as a fellow advocate for women empowerment. We recognize the profound impact that confidence and self-assurance have on a woman's journey to success, both personally and professionally. It is with this shared commitment in mind that we have forged a partnership with Dress for Success® (<https://dressforsuccess.org/>), an organization dedicated to supporting women as they strive for career advancement.

During my recent visit to a Dress for Success® affiliate, I had the privilege of witnessing a poignant moment that I would like to share with you. I had the privilege of meeting Emma, a young woman filled with ambition but burdened by self-doubt. Despite her qualifications, Emma lacked the confidence necessary to pursue her dream job. Witnessing the transformation that occurred after Dress for Success® provided her with not only professional attire but also invaluable interview coaching, and resume assistance was truly inspiring. Emma left that day radiating confidence and determination, a testament to the profound impact of empowerment. In these challenging times, the need for Dress for Success®'s services has become more pressing than ever. The economic downturn has disproportionately affected women, increasing the demand for interview attire and career development resources. However, the organization's resources are stretched thin. This is where your partnership becomes invaluable.

Through our "Beauty Beyond Makeup" campaign, L'Oréal Paris has set a bold fundraising goal of \$2 million for Dress for Success®. We are pledging a portion of the proceeds from our EverPure sales during the campaign period to support this cause. By combining our efforts, we can amplify the impact of our contributions and effect meaningful change. Your salon can contribute to this worthy cause by setting up donation boxes in your salon to encourage clients to support Dress for Success®. Every contribution, no matter how small, makes a difference in the lives of women in need. You can also utilize your salon's social media platforms to raise awareness about the "Beauty Beyond Makeup" campaign and encourage your clients to join us in supporting Dress for Success's vital programs.

Please visit our dedicated website: <https://www.loreal.com/en/group/about-loreal/> to learn more about how your salon can get involved in the campaign. Thank you for your unwavering partnership and commitment to empowering women. Together, we can make a tangible difference in the lives of those striving to build brighter futures.

Warm regards,
Nicolas Hieronimus

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